

MAN & MANAGER, INC.

799 BROADWAY • NEW YORK, N. Y. 10003



MANAGEMENT PROGRAMS

PUBLISHERS OF:

Employee Relations in Action
Employee Relations in Government
The Businessman & The Law
The Supervisor's Action Guide
White Collar Management

Dear Sir:

At the request of many of our subscribers, we are about to expand our coverage of the employee relations field by publishing a twice-a-month newsletter dealing with white-collar personnel.

As you know, standards and policies are not as clear-cut in the white-collar area. Educational backgrounds range from high-school to PH.D. -- areas of responsibility run from clerk to executive -- supervision and company policies tend to be more informal.

In the blue-collar field, management is guided by the union contract. The ground-rules are set upon signing... "The employee is entitled to thus and so and must perform in the following manner."

Since this is not usually the case in the white-collar area, many an employer has been led to believe that he can do pretty much as he pleases -- that his policies with his white-collar people need not be as carefully spelled out.

Nothing could be further from the truth.

Over the past five years, there has been a 10-fold increase in the number of court cases involving white-collar employees and their companies. New precedents have been set -- many new government regulations dealing with issues like fair employment practices, equal opportunity, wages, & hours, compensation, pensions, etc. have been added -- substantial gains in the highly-organized blue-collar area have created pressures on white-collar workers to keep pace.

News travels fast these days. Rights, privileges and company policies are compared and openly discussed -- and many of these policies are being challenged by a more sophisticated work-force which makes frequent use of the courts and government boards.

These are problems which the free-wheeling businessman of even 20-years ago seldom had to think about -- particularly in the white-collar area. Today, they are crucial.

It's not a question of who will win in a show-down. The objective is to be fair, yet in firm control of your business -- to avoid leaving your company open to an unpleasantness which could have been avoided in the first place. It's costly in terms of time, money and possible unfavorable publicity.

Twice a month, WHITE COLLAR MANAGEMENT will keep you abreast of new legislation and court decisions which affect your employee policies. (See enclosed index for the range of subjects covered.)

over please

Edited by Dr. Lawrence Stessin, Professor of Management at Hofstra University, Ira Wit and Elmer Ellentuck, both members of the New York Bar,
WHITE COLLAR MANAGEMENT --

1. Tells you which policies are being challenged by citing actual court cases.
2. Helps you audit and plug loop-holes in existing policies.
3. Alerts you to new decisions and interpretations by government boards and other agencies.
4. Helps you compare your managerial skills with others who have faced similar problems.
5. Provides you with an instant reference of solutions to problems which may confront you at any time.
6. Gives you an authoritative, low-cost tool for training and developing your management people.

The cost? Just \$3 a month -- extra copies at substantially reduced rates for distribution to key supervisory personnel.

So whether you employ one or one thousand, we believe WHITE COLLAR MANAGEMENT is a small investment which will yield rich dividends. It frees you for making the BIG decisions -- assures you that your supervisory personnel are being kept abreast of what's going on throughout the country in the ever-changing field of human and labor relations.

Furthermore, if WHITE COLLAR MANAGEMENT doesn't fill the bill, you can stop the service at any time and we agree to make a prompt refund of the unused portion of your subscription. Fair enough.

An order card is enclosed for your convenience.

Sincerely,

E. A. Lowell

E. A. Lowell
Subscription Manager

EAL/sas

How Would You Handle These Problems If They Came Across Your Desk?

Indexed below is a brief sample of case material you will receive in **WHITE COLLAR MANAGEMENT**—a roundup of actual legal decisions involving: **EXECUTIVES, SUPERVISORS, SALES PERSONNEL, OFFICE EMPLOYEES and PROFESSIONAL PEOPLE.**

WHITE COLLAR MANAGEMENT

799 BROADWAY

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- What Are The Risks Of Giving 'Wrong Advice' To Office Employees.....
- Can A Company Safely Recommend A Lawyer.....

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- Can Employees Air Complaints At The Company's Annual Meeting.....
- Do You Have To Pay Employees Who Take A Day Off To Go To An Annual Meeting.....
- Can An Employee-Stockholder Take His Grievances To The President.....

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- Can You Arrange Annuities So That They Can Be Cancelled If Business Goes Bad.....
- Are Bonuses And Profit Sharing Figured In As Basic Compensation In An Executive Pension Plan.....
- Can A Company End A Retirement Annuity Which Was Awarded As A Gift To An Executive.....

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- Can An Anti-Bias Board Force A Company To Hire A Negro Executive.....

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- Can You Provide In The Application That Employee Agrees Not To Compete If Hired.....

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- Can You Be Required To Hire A Qualified Negro Even If There Are More Skilled Applicants.....
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- What Strings Can A Company Tie To A New Bonus Plan.....

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- Can You Be Sued For Libel Because Of An Employee Notice Posted On The Bulletin Board.....
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- Can You Sue A Competitor For Luring Away One Of Your Salesmen.....
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